How should the success of a relationship management account system be evaluated?

Here are some ideas:

- The conversion rate of turning listings into employment.

- The incidence of repeat business.

- Leveraging of more and better listings from current "growth account" customers.

- The number of dormant customers converted to current customers.

- The number of current customers who become dormant customers.

- The number of acquisition customers who are converted to current customers.

- The amount of staff resources (costs) expended to gain each of the results measured.

- Business evaluations of service quality.

- and more...

How will you evaluate your business account management strategy?

Marketing Business Services: Process Steps

This is the basic sequence of activities – from start to finish – to create or keep business customers.

1. Responding or Initiating

2. Assessing Wants and Requirements

3. Partnering and Prioritizing

4. Packaging and Customizing

5. Presenting and Promoting

6. Promising and Converting

7. Ensuring Quality Delivery

8. Assessing Satisfaction

9. Upgrading and Retaining

What Strengthens Employer Relationships?

1.   Continuity of Relationship and Services

2.   Single Point of Contact and Accountability

3.   Frequency of Contact and Services

4.   Multi-Faceted/Holistic Services, Information, and Interventions

5.   Individual Relationships

6.   Knowledge of Business/Industry

7.   Customization and Packaging

8.   Quality as Defined by Business

9.   Added Value (Reduced Costs)

10.   Responsiveness and Speed in Service Delivery

11.   Follow-Through and Follow-Up

12.   Customer Delight and Service Recovery

13.   Advice and Continuous Improvement

Make Businesses Partners, Not Just Customers...

1.   **Mutual** Interests
2.   **Mutual** Responsibility
3.   **Mutual** Growth
4.   **Mutual** Respect

Nine ways to get more and better referrals!

1. **Ask more employers, for more referrals, more frequently.**
   Remember this is the best way to never have to make a cold call
   again...at a minimum you will be able to make *lukewarm* calls. Don't
   just ask current employer customers...ask every employer you contact.

2. **Ask for referrals on every written document you give the
   employer.** Include a request for referrals on your brochures. Add as
   a P.S. in your post-placement thank you letter.

3. **Give them extra marketing materials to distribute.** Suggest they
   give them to their friends and colleagues, and pass them out at
   business-related clubs.

4. **Ask them for help in placing a specific job seeker.** Remember,
   everyone likes the joy of helping someone get a job.

5. **Request that they arrange for you to be a speaker at their
   business club meetings.** Can they introduce your talk?

6. **Don't just ask for general referrals; ask for specific referrals.**
   Narrow the field with questions such as, *"Can you suggest someone
   else here in the mall? In the industrial park? At the Rotary Club?"* Ask
   for a specific introduction with such questions as, *"Do you know
   anyone over at Digital? Nancy Smith?"*

7. **Ask permission to use their names in making the contact.** *"May I
   use your name when I call? Would you be willing to call them? Could
   the three of us have lunch sometime?"*

8. **Make sure they know your full product line.** If they are currently
   only using one of your services, make sure they know about the
   others---they may want to refer for a different service.

9. **Reinforce your referrals.** Send a thank you note. Let them know
   what happened with the referral. Give them a premium.

Sell the Benefits
...and not the Features

Features =
What the Product/Service is...
How the Product/Service is made ...
How the service is funded...

Benefits =
How the Product/Service will solve the Problem...
What problems the Product/Service will solve...

9 tips for effective benefit statements:

1. Use the *"So What?"* test.

2. Talk and write with plenty of *"You's"*.

3. Explain what customers *will gain*. But, also explain what *will not be lost*.

4. Go for the *emotional benefit*, as well as the logical reasons.

5. Use *short, easy to understand* words.

6. *Never deny the customer's esteem and current satisfaction;* build on it.

7. *Pile the benefits on...Link them* for a one-two punch!

8. *Be certain* about the benefits. "Tentative" language does not sell.

9. Pump up the benefits by *communicating value*.

Writing promotional messages!

1. The Yale University Psychology Department has found that the following words are those that trigger the best response from people:

-Discovery	*-Introducing*	*-Proven*
-Easy	*-Love*	*-Results*
-Guarantee	*-Money*	*-Save*
-Help	*-Now*	*-Today*
-You	*-New*	*-Win*

2. People don't read. At best...they scan.

3. Will is better than Can. You is better than We.

4. Generalities are unbelievable.
   Facts. Figures. Examples. Dates. Places. Names. Sell!

5. You can sell hope or fear. If you sell fear, you better not make someone feel too bad.

6. People are more interested in other people than you.
   Use stories. Befores and afters. Testimonials. Examples. Pictures. Anecdotes.

7. Customers buy the outcome, not the process.

4 **tools that every marketing rep should have...**

1. A list of past customers. Businesses that have hired from you in the past.

2. Satisfied customer quotes and/or testimonial letters.

3. Sample descriptions of jobseekers. Mini-resumes.

4. List of types of jobs your jobseekers get.

Best Bets!

Your seminar leader...

Along with her colleagues at Greg Newton Associates, **Melanie Arthur** is helping states and communities across the country transition to the comprehensive workforce investment system and to create customer-responsive One-Stop Career centers and programs. She is a marketing, quality, and customer service specialist who shows public and nonprofit agencies how to use private-sector strategies to find success in a changing environment.

Your thoughts on this seminar...

Session: _____   Date: _____

I want to provide the best training possible, and your feedback on this session will help make that possible. I promise that I will read and give careful consideration to your views. ***Thank you.***

1. How would you rank this training on a scale from 1 to 16, with 16 being excellent?

Excellent					*Good*				*Fair*				*Poor*		
16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1

2. *What I liked best was...*

3. *What I found most helpful was...*

4. *What I found least helpful was...*

5. *What I recommend for future training is...*

6. *My other comments are...*
   (Please use the back of this form if you need additional space.)